Telework and Spouse Employment: (Im)Perfect Together?

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What's on the Agenda?

A. Telework: What it is - and isn't

B. Employer Telework Trends

C. Broadening the Definition

D. Spouse Employment Options

A. Telework: What it is - and isn't

- "Telework" (mostly) same as "telecommuting"
- Salaried employees working at home (or elsewhere off-site) in place of the office, at least one day per week
- Low-tech to high-tech
- Local vs. distant

A. Telework: What it is - and isn’t

It’s SMART.

It WORKS.

It PAYS.

It SAVES.

A. Telework: What it is - and isn't

- It's SMART:

  Work and workers have changed dramatically - but workplaces have not!

- It WORKS:

  There's a good roadmap - failures are deserved

- It PAYS:

  A key to unlocking employee effectiveness

- It SAVES:

  Pay & plan for less space/recruit & retain "stars" - *even* in this labor market

A. Telework: What it is - and isn't

Who's Doing What?

- AmEx (travel agents, programmers)
- "Blues" (insurance claims processors)
- Call centers (Land's End, L.L. Bean, airline startups)
- Dow Chemical (sales)
- Federal govt. (IRS, Justice, GSA, etc.)
- Schering-Plough (biostatisticians, clinical monitors)
- Charles Schwab (programmers)

A. Telework: What it is - and isn't

Common Themes in Successful Telework:

- Stepwise growth - but first steps getting bigger and "steps" getting shorter
- Appropriate technology
- Savvy (senior?) champion
- Joint ownership - facilities, HR, IT, line management all must be involved
- Feasible solutions to a "3 a.m. problem"

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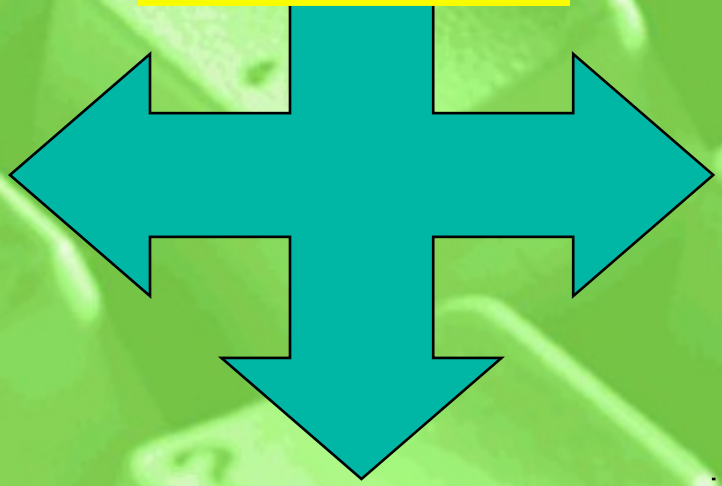
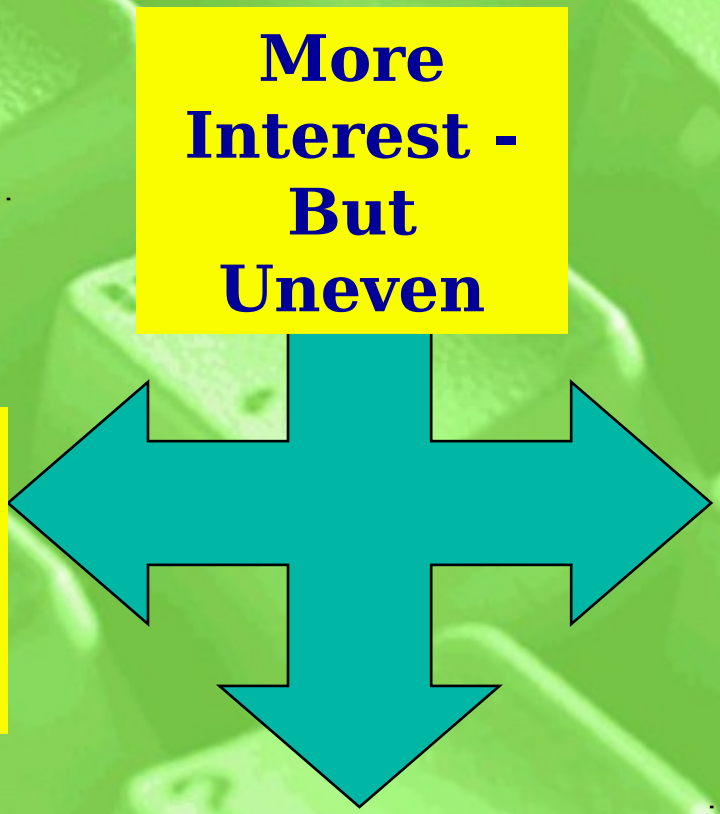
More Interest - But Uneven



B. Employer Telework Trends



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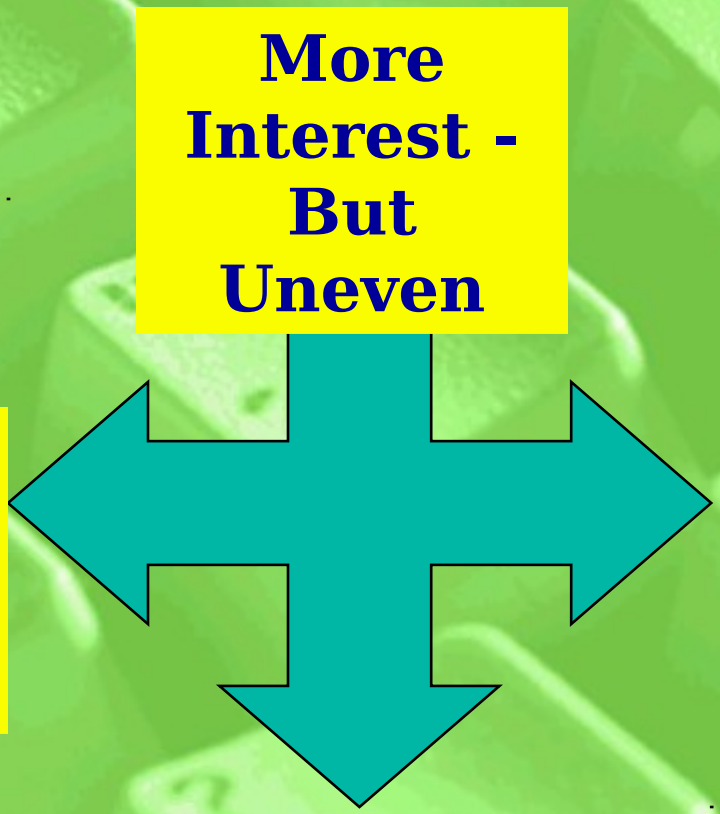

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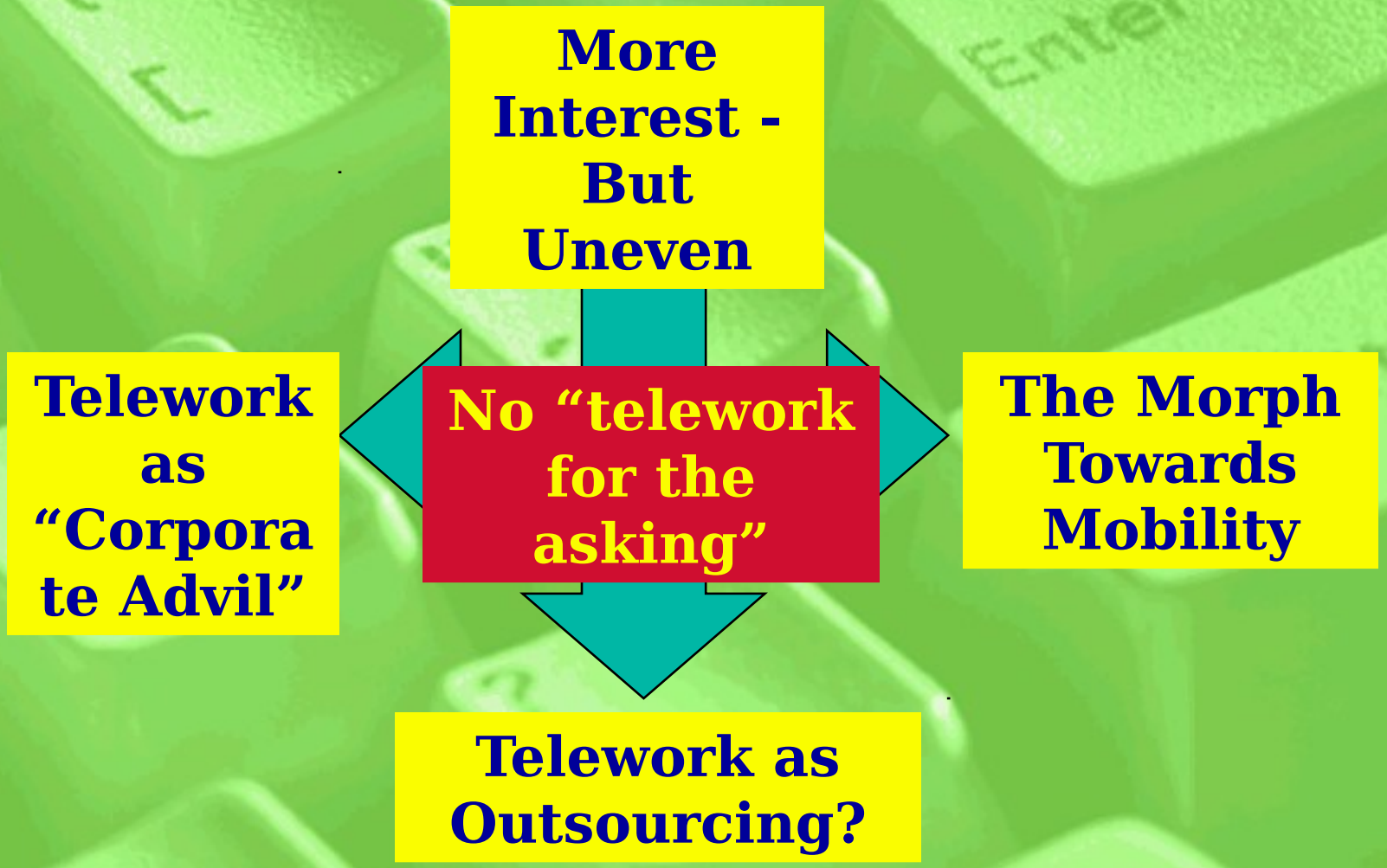
More Interest - But Uneven
Telework as "Corpora te Advil"
No "telework for the asking"
The Morph Towards Mobility
Telework as Outsourcing?

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The cold hard truth?

The odds of finding dozens - let alone hundreds or thousands - of telework jobs out there waiting to be filled by military spouses are ...

Between slim and none - period.

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The cold hard truth?

The odds of finding dozens - let alone hundreds or thousands - of telework jobs out there waiting to be filled by military spouses are ...

Between slim and none - period.

That doesn't mean you give up on looking for individual telework assignments – it just means they will probably be the exceptions.

C. Broadening the Definition

So:

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Your success in using telework for spouse employment will depend on encouraging your clients to reach out in four directions:

- ***Suggesting group outsourcing***
- ***Suggesting telework "tag teams"***
- ***Using (or creating) community telework centers***

C. Broadening the Definition

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- ***Suggesting group outsourcing***
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- ***Thinking "job creation", not "jobs"***

C. Broadening the Definition

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Your role shifts to being a catalyst and information clearinghouse !

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1. Suggesting group outsourcing

- Encourage a “strength in numbers” approach
- Encourage clients to be a one-stop, whole-job outsourcer
- Encourage clients to sell the collective work capacity of the (transient) group of spouses

D. Spouse Employment Options

2. Suggesting telework "tag teams"

- A variation on #1 - but closer to a job-sharing approach
- Job-sharing is *not* the same as part-time work - a job-share team jointly delivers a full task
- Encourage clients to sell "two heads are better than one" idea re: skills, coverage, etc.

D. Spouse Employment Options

3. Using (or creating) community telework centers

- Branch office/satellite office idea
- Requires a steady flow of work to justify the investment
- Might be best if clients view themselves as outsourcing providers
- Capitalizes on available resources

D. Spouse Employment Options

4. Thinking “job creation”, not “jobs”

- Suggest clients collaborate in a small-business incubator
- Encourage “teach a man to fish” thinking - so clients can sell their talents instead of taking a job

D. Spouse Employment Options

For telework center and job creation possibilities, clients can draw on existing resources:

- Small Business Administration
- Community colleges
- Job banks
- Fed. Telework program & centers
- National Guard DTTP centers
- Local economic development agencies

D. Spouse Employment Options

1. **Suggesting group outsourcing**
2. **Suggesting telework “tag teams”**
3. **Using (or creating) community telework centers**
4. **Thinking “job creation”, not “jobs”**

Is it easy? No. But if it was that easy, the brass wouldn’t ask you to help with it …

My Favorite Telework-Related Quote:

“If things make sense to you,
you need help.”

Dr. Timothy Leary

If I Can Help You Make More Sense of Telework:

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